



Social determinants of health (SDoH) and patient outcomes

How layering in SDoH Insights from Equifax can help improve quality of care and drive better business performance



For the healthcare industry, it is anything but business as usual

Many aspects of care are experiencing disruption and change. Despite continued increases in cost of care, ensuring optimal patient outcomes remains top of mind. And, with the adoption of digital healthcare capabilities like telehealth and EMRs, healthcare is more consumer-centric than ever.

It's imperative that healthcare organizations provide positive patient experiences and outcomes.

But this means seeing beyond the medical factors of health to consider much broader forces at play.



Non-clinical influences continue to impact patient care outcomes

We know that social and economic factors can influence a person's health as much as, if not more than, medical factors.¹

SDoH analysis and resulting programs are a great step toward addressing economic and social disparities that can impact overall health outcomes. But if you're reliant on potentially skewed or incomplete data input from patients — or don't have the most complete picture of their situation — it can affect the success of your program.

This is why layering in economic and geographical data is so important.

¹https://www.who.int/health-topics/social-determinants-of-health#tab=tab_1

²<https://time.com/5608268/zip-code-health/>

A patient's zip code is one of the **greatest predictors** of life expectancy.²



The road to improving care and outcomes doesn't have to be rocky

Leveraging non-clinical data that provides deeper insight into socioeconomic factors of patient communities can help healthcare organizations and providers adjust strategies and develop tailored programs. Having this insight is critical to improving outcomes and reducing health inequalities across the board.¹

Equifax is here to support you on this journey.

Our SDoH Insights solution helps you build a more holistic view of your patient communities, including a deeper understanding of the factors that may affect their care. So you can enhance your SDoH programs, help expand access to healthcare, and improve outcomes with greater efficacy.

¹https://www.who.int/health-topics/social-determinants-of-health#tab=tab_1

More and more, organizations are turning to Equifax for the data and insights needed to successfully manage healthcare-specific challenges.

This includes driving greater impact from SDoH initiatives. We help you gain better visibility into the geographic and economic characteristics of specific population segments to better serve a broader scope of patients.



Understand economic stability and how to focus resources to best meet patient and community needs



Expand access to healthcare with tailored programs and financial options



Improve market optimization through location planning and identifying underserved markets



Lower risk and the likelihood of readmissions



Increase patient engagement through personalized outreach and needs-based programs



Improve health outcomes and cost savings for patients, providers, and payers alike

The visibility you need to improve care experiences



Equifax SDoH Insights are derived from a wealth of unique data that provides greater visibility around demographics, property types and values, employment, financial capacity and durability, proximity of health-related businesses (i.e., groceries, pharmacies, and gymnasiums), and more.

By leveraging our unique data sets, you gain the advantage of deeper insights around your patient population — around who they are financially and where they are physically — to tailor solutions that can help improve outcomes. When layering in this differentiated and exclusive data, you can paint a more accurate portrait of your patient community, their financial profile, and geographic influences. And your patients get improved access to quality care and better healthcare experiences, too — regardless of their socioeconomic situation.

Together, we can help improve outcomes, decrease health inequality, and increase patient engagement.

A better view of patients for a greater impact on population health

Financial and economic data on virtually **every U.S. household**



Business location and firmographic data on **56M U.S. businesses**

It takes a variety of data and insights to enhance SDoH initiatives

Gain a more complete view of your patient community with:



- **Estimated total household income**, including that generated from assets, retirement funds, and businesses
- Insight into **a household's financial durability** — their ability to weather adverse financial situations
- **Estimated financial capacity and ability to pay** for services, prescriptions, and medical expenses
- Insight into **households' likely credit availability**, needs, and usage for a better understanding of how it impacts access to care and financial durability

And there's more where that comes from. Other Equifax data sets that can help provide a greater overall understanding of SDoH include:



- **Business location data** that shows healthcare-related businesses, such as pharmacies, groceries stores, hospital/clinics, etc., in a certain area
- **Property data for visibility** around property types and values, ownership, and housing stability
- Demographics and behavioral data that may **impact wellness and recovery plans**





We're ready when you are

Let's talk more about how Equifax can help you level up your SDoH programs and improve patient outcomes and effectiveness of care in tandem.

[Contact us today.](#)

Copyright © 2022, Equifax Inc. Atlanta, Georgia. All rights reserved.
Equifax is a registered trademarks of Equifax Inc. 22-106589

